

**A PRAGMATIC ANALYSIS OF LEECH'S MAXIM  
FOUND IN *THE PRINCESS AND THE FROG* MOVIE SCRIPT**



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**ABSTRACT**

*This study focused on Leech's maxim of politeness principle found in The Princess and the Frog movie script. This research aimed to explain the kinds of Leech's maxims which were observed and flouted by the characters in The Princess and the Frog movie script. Then, it also identified the speech act used by the characters in which the maxim were observed and flouted. The last, it classified the intention of speakers when they observed and flouted Leech's maxim. The research conducted on qualitative method. The data source was The Princess and the Frog movie script. The data were the utterances of the characters in The Princess and the Frog movie script. The data were collected using documentation. After collecting data, the data were classified into six maxims of politeness principle. Then, drawn conclusion based on the research finding. The results of study show that there were six maxims observed by the characters: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Then, there were three maxims flouted by the characters: tact maxim, generosity maxim and agreement maxim. The speech act involved in the maxim observant and flouts were assertive / representative, directive, commissive and expressive.*

**Keywords:** *politeness, maxim, speech act.*

**1. Background**

Politeness as one of the constraints on human interaction of which purpose is to consider other's feeling, establish levels of mutual comfort and promote rapport (Hill et al., 1986: 349) . Hill et al.'s definition of politeness sees it as a set of constraints, i.e. normative and perspective rules on how to interact with others, and its laudable goals are the establishment of mutual comfort and

the promotion of rapport. Even mentioning these goals implies that there are others with others goals (Watts, 2003: 51).

This present research investigates how Leech's maxims were observed and flouted by the characters in *The Princess and the Frog* movie directed by John Musker and Ron Clements that tells about love story in animation world. Characters of this movie are not only observing maxims but also flouting maxim of Leech's. Here, there are six maxims which observed and three maxims which flouted by the characters.

## **2. Literary Review**

Linguistics politeness has occupied a central place in the social study of language: even it has been the subject of intensive debate in sociolinguistics and pragmatics. A lot of linguistics scholars have carried out researches on linguistic politeness in a wide range of cultures. As a result, several theories have been proposed on linguistics politeness and politeness has been well-established scholarly concept. Consequently, the notion on politeness has received a lot of different definitions and interpretations (Fauziati, 2009: 193).

There are some theories of politeness proposed by some Linguists. According to Goffman (1967: 5) every person lives in a world of social encounters involving him either in face to face or mediated contact with other participants. Then, Lakoff (1967) suggests two overarching rules of pragmatic competence, both composed a set of sub rules, namely be clear and be polite. In 'Logic and conversation' Grice proposed four maxims, the maxim of quantity, quality, relation and manner which were formulated as follows (Thomas, 1995: 63). Built on Grice's CP maxims, Leech (1983) proposes theory of politeness which is named politeness principle (PP). Politeness, according to Leech, involves minimizing the benefit to speaker / hearer. The PP thus consists of six maxims, all of which are related to the notion of cost and benefit, and related pairs of values. Firstly, tact maxim is minimizing benefit to other and minimizing cost to other. Then, generosity maxim states to minimizing benefit to self and

maximizing cost to self. The approbation maxim requires to minimizing dispraise of other and maximizing praise of other. The modesty maxim, the participant must minimize praise of self and maximize dispraise of self. In the agreement maxim, there is tendency to maximize agreement between self and other people and minimize disagreement between self and other. The sympathy maxim explains to minimize antipathy between self and other and maximize sympathy between self and other (Leech, 1983: 132).

According to Grice (in Thomas, 1995: 64 - 75) there are very many occasions when people fail to observe the maxims. There are five ways of failing to observe a maxim: flouting a maxim, violating a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim. A flout occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature. Then, if a speaker violates a maxim she / he will be liable to mislead. A speaker with no intention of generating an implicature and with no intention of deceiving, fails to observe a maxim is said to 'infringe' the maxim. A speaker opts out of observing a maxim by indicating unwillingness to cooperate in the way the maxim requires.

This study is not only one study that is done by the writer. There are some references that become inspiration to this study. There are some previous studies that deal with pragmatic analysis of Leech's maxim. The study was conducted by Wijayanto (2009) entitled *An Analysis on Politeness Principle in the Expressive Act in the Movie of Pearl Harbor*. Her research aims to analyze the type of expressive utterances, the intention of expressive utterance and classify the politeness principle of expressive. The results of the study are (1) there are ten types of expressive act used *Pearl Harbor* movie, (2) the intentions are ten types of expressive act, (3) there are five politeness pattern used. Then, the study was from Fitri Nur Sholaikah (2011) *A Study of Politeness Strategies Used by the Main Character in Persuasion Movie*. This study is about use of politeness strategy by the main character. The aims of the research are to determine the

types of politeness strategy used by the main character, find the types of speech act that contribute to the choice of politeness strategy, describe the pragmatics scales contribute to the determining the degree of politeness. The data are the utterances of the dialog which contain maxim of politeness. Then, the result is there are six maxims that used by the main characters in *Persuasion* movie.

### **3. Research Method**

The writer of the study uses of descriptive qualitative method which conducted by collecting data, classifying data, analyzing data and drawing conclusion. The data are the utterances of *The Princess and the Frog* Movie Script. Technique of collecting data is documentation. The object of the study is Leech's maxim of politeness principle conducted on pragmatic analysis found in *The Princess and the Frog* Movie Script.

### **4. Research Findings and Discussion**

The chapter is divided into three parts. The first part is data analysis which concerns the observant of Leech maxims, the types of maxims observed, the intention of observing the maxims, and types of speech act involved. This section also involves the flout to Leech maxims, the intention of flouting the maxims, and types of speech act involved. The second part was the research findings, and last part is the discussion of the findings.

#### **1) The Kinds of Leech's Maxim Observed by the characters**

This section discusses six maxims of Leech observed by the characters. Then, there is no distinction between what speaker says and what she / he mean.

##### **a. Tact Maxim**

Tact maxim has the rule minimizing cost to other and maximizing benefit to other. Besides, tact maxim is concerned in the form of commissive and directive utterance. The example is as follows:

Charlotte : This is failure. Tia, my prince is never coming.

Tiana : Now, Lottie ....  
 Charlotte : I never get anything I wish for!  
 Tiana : Lottie, wait!

*Just calm down and take a deep...*

The context of the utterance is in the Mardi Gras party when the Prince never comes to the party. Naveen is a charm Prince who is longed by every woman and Charlotte is Big Daddy's daughter who held the party. Tiana is a waitress who helps in the party. Charlotte wishes he could come but she feels never get anything which she wishes for. Tiana's utterance shows that she requests Charlotte to stay there and just calm down.

Tiana uses indirect utterance to be more polite and minimizing cost to the hearer (Charlotte) and maximizing benefit to the hearer (Charlotte). It implies that the act of calming down and taking a deep is for the benefit to Charlotte. She requests Charlotte to stay there waiting her Prince and just calm down. So, the character is observing tact maxim in politeness principle. It can be known by seeing the utterance that the benefit is to Charlotte and the cost is to Tiana. The cost for Tiana is she cannot dance with Prince Naveen because actually she also wants him to be her soulmate. Tiana feels that she is not proper to him because she only a waitress.

The utterance above has the intention that Tiana wants to ask Charlotte in order that she stays waiting her Prince and meets him because she believes that the Prince would come to the party. Then, the speech act in which the characters observed tact maxim is request act. The utterance "*Just calm down and takes a deep...*" has the illocution that Tiana wants to console Charlotte in order to be calmer.

b. Generosity Maxim



Generosity maxim states to minimize benefit to self and maximizes cost to self. The result of analysis also occurs in directive and commissive utterance. For example:

Lawrence : Excuse me!

Walker : *You need a hand in there, buddy*

The speech act in which the characters observes generosity maxim is an offering act. The utterance is spoken when Lawrence is walking in the crowded street and bumps one of the walkers there. However, the walker is offering a help for him.

The walker's utterance maximizes cost to self. In this case, the speaker (walker) implies that cost of the utterance is to his self because the walker should help Lawrence. It means benefit is for the hearer (Lawrence). So, the utterance is observing maxim of generosity in politeness principle.

The utterance "*You need a hand in there, buddy?*" has the illocution that the speaker is offering a help for Lawrence.

#### c. Approbation Maxim

The approbation maxim is minimizing dispraise of other and maximizing praise of other. It conducts on representative / assertive and expressive speech act. The example is as follows:

Tiana : What?

James (Daddy) : Well, sweetheart...

*This is the... The best gumbo I've ever tasted.*

Come here. Eudora, our little girl's got a gift.

This utterance is spoken in the afternoon when James tastes the gumbo cooked by Tiana. He likes to his daughter's cooking. He said that it was the best gumbo that he has ever tasted.

The utterance above maximizes the praise of other or minimizes dispraise of other. Daddy uses direct utterance to express his praise to her daughter. He praises Tiana's gumbo because the gumbo is very delicious. On the other word, Daddy minimizes dispraise to Tiana. Thus, he is observing maxim of approbation in politeness principle. It can be called as observing maxim because Daddy's utterance is giving praise to his daughter, it means he maximize praise to her.

The intention of the utterance is giving praise to her daughter in order to make her happy to her cooking. The speech act in which the characters observed approbation maxim is compliment act. The praising utterance from Daddy is the type of expressive act.

d. Modesty Maxim

Modesty maxim is minimizing praise of self and maximizing dispraise of self. It is applied in representative / assertive and expressive speech act. For example:

Mama (Eudora): *Here is a little something to... help you get started.*

This utterance happens when Tiana meets Mr. Fenner in the Fenner bros housing to make deal for the sale of it. Mr. Fenner is the seller who will sell his house to Tiana. Suddenly, Mama (Eudora) comes to Tiana and she gives her daughter a gumbo pot. It is a little something that can be given by Mama for her daughter to start her effort to have her own restaurant. Tiana is so happy but also sad because she remembers her father who has a dream to have the restaurant and her father was died before his dream comes true.

The utterance above is minimizing praise or maximizing dispraise of self. Eudora uses an indirect utterance to be more polite. Eudora offers a gumbo pot for Tiana in order to keep her spirit to open the restaurant. It has the intention that Eudora wants to give a help to her daughter. So, Eudora is observing maxim of modesty in politeness principle.

The intention of Eudora's utterance is to give something (gumbo pot) that can be spirit to Tiana to open her restaurant. The speech act in which the character observed modesty maxim is assertion act. The utterance "*Here is a little something to... help you get started*" has the illocution that Eudora wants to give something (gumbo pot) to Tiana as the first step to open the restaurant.

e. Agreement Maxim

There is tendency to maximize agreement between self and other people and minimize disagreement between self and other. It concerns on assertive / representative utterance. For example:

Lawrence : We supposed to be at La Bouff's estate by now.

Naveen : Yes, yes, yes.

But first ... I buy everyone here a drink.

The context of the utterance is when Naveen is dancing in the street and Lawrence remembers to be at La Bouff soon. Naveen agrees with Lawrence's statement but he complains in order to Lawrence will wait him so that formerly he wants to buy everyone a drink. On the other hand, he does not have much money.

The utterance above is maximizing agreement or minimizing disagreement between self and other. He gives

complain to Lawrence. But, he stays to agree with Naveen although he states partial agreement. So, the utterance is observing maxim of politeness principle.

The intention of the utterance above is to make Lawrence to wait for him to be at La Bouff party because actually he still wants to dance there. The speech act in which the characters observed agreement maxim is complaining act. The utterance has the illocution that Naveen persuades Lawrence to wait for him.

f. Sympathy Maxim

Sympathy maxim explains to minimize antipathy and maximize sympathy between self and other. It concerns on assertive utterance. For example:

Charlotte :Tia, time to get prince charmed with those man-catching being...What happened?

Tiana : I. .. I ...just.

Charlotte : Oh, you poor dear.

Oh, Prince Naveen, We will be right back, sugar.

The context of the utterance happens when there is a dancing party. Charlotte dances with Prince Naveen. She feels very happy because she could dance with Prince charmed. But, she does not know that he is false Naveen. Then, she asks Tiana that it is the time to get prince charmed. But, reveals Tiana is falling in the floor because disregarded by Mr. Fenner and Charlotte does not know it. She feels pity to Tiana and she wants to help Tiana but she hurries up to go from there.

The utterance above shows that Charlotte minimizes antipathy and maximizes sympathy between herself and Tiana. The utterance is uttered when Tiana gets calamity. This expression shows the solidarity between Charlotte and Tiana. That is why the utterance is classified into the sympathy maxim which has the

intention that she wants to help Tiana because she feels pity seeing Tiana falling in down in the floor. So, the utterance is observing maxim of sympathy.

## 2) The Kinds of Leech's Maxim Flouted by the characters

This section analyzes six maxims of Leech which flouted by the characters. A flout occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature. Based on the research finding found 3 maxims were violated by the characters.

### a. Tact Maxim

Charlotte : Yay! Read again, read again!

Eudora : *Sorry Charlotte, it's time for us to be heading home.*  
Say good night, Tiana.

The context of the utterance is in the Charlotte's bedroom when Eudora finishes reading her story of Frog Prince to Charlotte and Tiana. Charlotte wants the story to be repeated because the story is interesting but Eudora refuses Charlotte's request. Eudora is Charlotte's caretaker and Charlotte's year old is same with Tiana (Eudora's daughter). Tiana often invited her mother to Charlotte's house when she left Mr. La Bouff to work.

The utterance above minimizes benefit and maximizes cost to other. It implies that Eudora is maximizing benefit to herself. She refuses Charlotte's request to read again the story of Prince Frog because she and her daughter want to go home. So, her utterance is flouting tact maxim because the utterance does not follow the rule of tact maxim which the speaker ought to maximizing benefit to other but she takes the benefit for herself.

The intention of the utterance is to make Eudora can go home soon. Then, the speech act in which the characters flouted

the tact maxim is a refusal act. The utterance “*Sorry Charlotte, it’s time for us to be heading home*” shows the form of commissive. It can be identified by seeing Eudora’s answer to refuse of Charlotte’s request.

b. Generosity Maxim

Tiana : I could a have told you that.  
James (Daddy) : *A gift this special just gotta be shared.*

The context of utterance is in the kitchen when Daddy tasted Tiana’s gumbo. He feels proud to his daughter because her cooked is so delicious. He assumes that the special gift must be shared in order that other people could taste it.

The utterance above is minimizing benefit to self and maximizing cost to self. Here, the benefit is for other people, whereas ought to the benefit is for the hearer (Tiana). So, the utterance is flouting generosity maxim of politeness principle because the intention of utterance above is to share with others, it means the benefit is not to the hearer.

The speech act in which the characters flouted generosity maxim is recommending act. The utterance “*A gift this special just gotta be shared*” has the illocution of directive utterance in which the speaker wants to share the gumbo to other people. It aims in order to they can enjoy the gumbo together.

c. Agreement Maxim

Naveen : Listen, Lawrence, listen.  
It's jazz, that's the music.  
It was born here. It's beautiful, no?  
Lawrence : *No.*

The context of the utterance is when Naveen dances in the street with many people and Lawrence is also invited but he does

not like to dance and music. Lawrence is really not thinking that the music is beautiful.

The utterance above is maximizing disagreement even it seems impolite because he also uses direct utterance. Lawrence expresses his unpleasant with the truly disagreement. So, the utterance is flouting agreement maxim. It can be shown by seeing Lawrence's utterance which states that he really dislikes to the music. His utterance has the intention in order to Naveen finishes his dance immediately.

The speech act in which the characters flouted agreement maxim is disagreement act. The utterance "No" has the illocution that Lawrence disagrees with Naveen.

## 5. Conclusion and Suggestion

After finding of research and discussing the problems statement about politeness principle of Leech's maxim, we can conclude that there are observed and flouted maxims by the characters. The characters observe 6 maxims of politeness principle. They are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Then, the characters also flout maxim of Leech's including tact maxim, generosity maxim, and agreement maxim.

The character observes the maxim if the intentions of speaker are same with what they say. But, if the intentions are different means the speakers are flouting the maxims.

The most dominant maxim that is used by the characters of *The Princess and the Frog* movie is approbation maxim, which is minimize dispraise and maximize praise of other. The dominant category of maxim is observing maxim. The types of speech act used are assertive / representative, commissive, directive and expressive utterance. Then, the intention of speaker depends on the maxims which is observed or flouted by the characters.

So, the maxim of politeness principle should be introduced and done since early. It is aimed to teach how to speak in polite communication, makes a good social relation and more closely.

There are some suggestions for the readers and another researcher who are doing the similar research, which gives the reference for the people who have difficulties in comprehend Leech's maxim of politeness principle. Then, this research contributes to give inspiration for the other researcher to be better than this research. The movie "*The Princess and the Frog*" also can be a good reference to look for the examples of Leech's maxim in learn the politeness principle.



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